

<i>SERFF Tracking Number:</i>	<i>UHLC-127874679</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>50423</i>
<i>Company Tracking Number:</i>	<i>TV286ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/TV286ST</i>		

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127874679 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50423

Sub-TOI: MS08G.001 Plan A 2010

Co Tr Num: TV286ST

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick,

Bobbie Walton

Date Submitted: 12/08/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: ADVERTISING

Project Number: TV286ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 12/14/2011

State Status Changed: 12/14/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number: TV286ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Bobbie Walton

## Company and Contact

SERFF Tracking Number: UHLC-127874679 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50423  
 Company Tracking Number: TV286ST  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: GROUP MEDICARE SUPPLEMENT  
 Project Name/Number: ADVERTISING/TV286ST

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
 680 Blair Mill Rd. 215-902-8444 [Phone]  
 Horsham, PA 19044 215-902-8813 [FAX]

### Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
 185 Asylum Street Group Code: 707 Company Type: Life and Health  
 Hartford, CT 06103 Group Name: State ID Number:  
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

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### Filing Fees

Fee Required? Yes  
 Fee Amount: \$100.00  
 Retaliatory? No  
 Fee Explanation: \$50 X 2 = \$100  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$100.00	12/08/2011	54370442

SERFF Tracking Number: UHLC-127874679 State: Arkansas  
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Plans 2010  
Product Name: GROUP MEDICARE SUPPLEMENT  
Project Name/Number: ADVERTISING/TV286ST

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/14/2011	12/14/2011

SERFF Tracking Number:	UHLC-127874679	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	50423
Company Tracking Number:	TV286ST		
TOI:	MS08G Group Medicare Supplement - Standard Sub-TOI:		MS08G.001 Plan A 2010
	Plans 2010		
Product Name:	GROUP MEDICARE SUPPLEMENT		
Project Name/Number:	ADVERTISING/TV286ST		

## Disposition

Disposition Date: 12/14/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>UHLC-127874679</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>50423</i>
<i>Company Tracking Number:</i>	<i>TV286ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	SOV	Filed-Closed	Yes
<b>Form</b>	ADVERTISING	Filed-Closed	Yes
<b>Form</b>	ADVERTISING	Filed-Closed	Yes

SERFF Tracking Number: UHLC-127874679 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50423

Company Tracking Number: TV286ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/TV286ST

## Form Schedule

### Lead Form Number: TV286ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/14/2011	TV286ST	Advertising	ADVERTISING	Initial		45.000	TV286ST.pdf
Filed-Closed 12/14/2011	TV287ST	Advertising	ADVERTISING	Initial		45.000	TV287ST.pdf

VIDEO	AUDIO
<p>1. Open on musicians practicing at home. It's the early 60's.</p> <p><b>COMPONENT CODE:</b> TV286ST</p>	<p><b>AVO:</b></p> <p>It started long ago.</p>
<p>2. Cut to CU of guitarist playing.</p> <p><b>COMPONENT CODE:</b> TV286ST</p>	<p>The joy of giving something everything you've got.</p>
<p>3. Match dissolve to present day. Older (same) guitarist playing.</p>	<p>It takes passion.</p>
<p>4. Series of medium and CU shots of band playing and interacting.</p>	<p>And it's not letting up anytime soon.</p>
<p>5. Action continues...</p>	<p>At UnitedHealthcare Insurance Company,</p>
<p>6. Action continues...</p> <p>TV286ST</p>	<p>we understand that commitment. And always have.</p>

VIDEO	AUDIO
<p>7. Action continues...</p> <p><b>LEGAL SUPER:</b> AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.</p>	<p>So does AARP, an organization serving...</p>
<p>8. Action continues...</p>	<p>the needs of Americans 50 and over for generations.</p>
<p>9. Action continues...</p> <p><b>LEGAL SUPER:</b> Infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," December, 2010, <a href="http://www.uhcmedsupstats.com">www.uhcmedsupstats.com</a> or call 1-800-523-5800 to request a copy of the full report.</p>	<p>So it's no surprise millions have chosen...</p>



VIDEO	AUDIO
<p>10. Cut to super in environment.</p> <p><b>SUPER:</b> AARP Med Supp logo</p> <p><b>LEGAL SUPER:</b> AARP Medicare Supplement Insurance Plans Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states plans may be available to persons eligible for Medicare by reason of disability.</p> <p><b>LOWER THIRD SUPER:</b> [1-XXX-XXX-XXXX] TTY:711</p>	<p>...an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.</p>

VIDEO	AUDIO
<p>11. Cut to super on color sweep.</p> <p><b>SUPER:</b> All Medicare supplement plans help pay for what Medicare doesn't.</p> <p><b>LEGAL SUPER:</b> This is a solicitation of insurance. A licensed insurance agent/producer may contact you. Not connected with or endorsed by the U.S. Government or the federal Medicare program.</p> <p><b>LOWER THIRD SUPER:</b> [1-XXX-XXX-XXXX] Toll-free AARP Med Supp logo</p>	<p>Like all Medicare supplement insurance plans, they could help cover some of the expenses Medicare doesn't pay.</p>

VIDEO	AUDIO
<p>12. Cut to super on color sweep.</p> <p><b>SUPER:</b> Medicare supplement plans could save you up to thousands of dollars.*</p> <p><b>LEGAL SUPER:</b> *Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare Spending and the Medicare Program, June 2011. <a href="http://www.medpac.gov/Documents/Jun11DataBookEntireReport.pdf">http://www.medpac.gov/Documents/Jun11DataBookEntireReport.pdf</a> (10 August, 2011) p. 55-57</p> <p><b>LOWER THIRD SUPER:</b> [1-XXX-XXX-XXXX] AARP Med Supp logo</p>	<p>And save you up to thousands in out-of-pocket costs.</p>

VIDEO	AUDIO
<p>13. Cut to super and Decision Guide on color sweep.</p> <p><b>GRAPHIC:</b> Decision Guide</p> <p><b>SUPER:</b> Call now for a free Decision Guide.</p> <p><b>LEGAL SUPER:</b> AARP does not employ or endorse agents, brokers, or producers. Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p> <p>(hold throughout) <b>LOWER THIRD SUPER:</b> [1-XXX-XXX-XXXX] [GoLong.com] AARP Med Supp logo</p>	<p>To find out more, request a free decision guide.</p>
<p>14. Decision Guide and super stay up.</p> <p><b>GRAPHIC:</b> Decision Guide</p> <p><b>SUPER:</b> Call today.</p>	<p>Call or go online today.</p>

VIDEO	AUDIO
<p>15. Cut to wide shot of band playing.</p> <p><b>LOWER THIRD SUPER:</b> [1-XXX-XXX-XXXX] [GoLong.com] AARP Med Supp logo</p> <p><b>COMPONENT CODE:</b> TV286ST</p>	<p>After all, when you're going the distance, it's nice to have the experience and commitment to go along with you.</p>
<p>16. Cut to band member.</p> <p><b>LOWER THIRD SUPER:</b> [1-XXX-XXX-XXXX] Toll-free [GoLong.com] AARP Med Supp logo</p> <p><b>COMPONENT CODE:</b> TV286ST</p>	<p>Keep dreaming. Keep doing. Go long.</p>

VIDEO	AUDIO
<p>1. Open on musicians practicing at home. It's the early 60's.</p> <p><b>COMPONENT CODE:</b> TV287ST</p> <p>2. Cut to CU of guitarist playing.</p> <p><b>COMPONENT CODE:</b> TV287ST</p> <p>3. Match dissolve to present day. Older (same) guitarist playing.</p> <p>4. Series of medium and CU shots of band playing and interacting.</p> <p>5. Action continues...</p> <p><b>LEGAL SUPER:</b> <b>This is a solicitation of insurance. A licensed insurance agent/producer may contact you. Not connected with or endorsed by the U.S. Government or the federal Medicare program.</b></p>	<p><b>AVO:</b></p> <p>It started long ago.</p> <p>It's called passion.</p> <p>And it's not letting up...</p> <p>... anytime soon.</p> <p>At UnitedHealthcare Insurance Company,</p>

VIDEO	AUDIO
<p>6. Action continues...</p> <p><b>LEGAL SUPER:</b>  <b>This is a solicitation of insurance. A licensed insurance agent/producer may contact you. Not connected with or endorsed by the U.S. Government or the federal Medicare program.</b></p>	<p>we understand that commitment. And always have.</p>
<p>7. Action continues...</p> <p><b>LEGAL SUPER:</b>  AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.</p>	<p>So does AARP, serving the needs of Americans...</p>

VIDEO	AUDIO
<p>8. Action continues...</p> <p><b>LEGAL SUPER:</b>  AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.</p>	<p>...50 and over for generations.</p>



VIDEO	AUDIO
<p>9. Cut to super in environment.</p> <p><b>SUPER:</b> AARP Med Supp logo</p> <p><b>LEGAL SUPER:</b> AARP Medicare Supplement Insurance Plans Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states plans may be available to persons eligible for Medicare by reason of disability.</p> <p><b>LOWER THIRD SUPER:</b> [1-XXX-XXX-XXXX] Toll-free</p>	<p>So think about an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.</p>

VIDEO	AUDIO
<p>10. Cut to wide shot of band playing.</p> <p><b>LEGAL SUPER:</b>  Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states plans may be available to persons eligible for Medicare by reason of disability.</p> <p><b>LOWER THIRD SUPER:</b>  [1-XXX-XXX-XXXX]  TTY:711  [GoLong.com]  AARP Med Supp logo</p> <p><b>COMPONENT CODE:</b>  TV287ST</p>	<p>Like all Medicare supplement insurance plans, it could help cover some of what Medicare doesn't pay.</p>

VIDEO	AUDIO
<p>11. Cut to super and Decision Guide on color sweep.</p> <p><b>GRAPHIC:</b> Decision Guide</p> <p><b>SUPER:</b> Call now for a free Decision Guide.</p> <p><b>LEGAL SUPER:</b> AARP does not employ or endorse agents, brokers or producers. Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p> <p><b>LOWER THIRD SUPER:</b> [1-XXX-XXX-XXXX] [GoLong.com] AARP Med Supp logo</p> <p><b>COMPONENT CODE:</b> TV287ST</p>	<p>To find out more, call today.</p>

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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status</b>
<b>Satisfied - Item:</b>	SOV	Filed-Closed	<b>Date:</b> 12/14/2011
<b>Comments:</b>			
<b>Attachment:</b>			
SOV.pdf			

## Statement of Variability

TV286ST, TV287ST

Variable	Description
[GoLong.com]	This URL may change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).

Variable	Description
[1-8XX-XXX-XXXX]	The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).